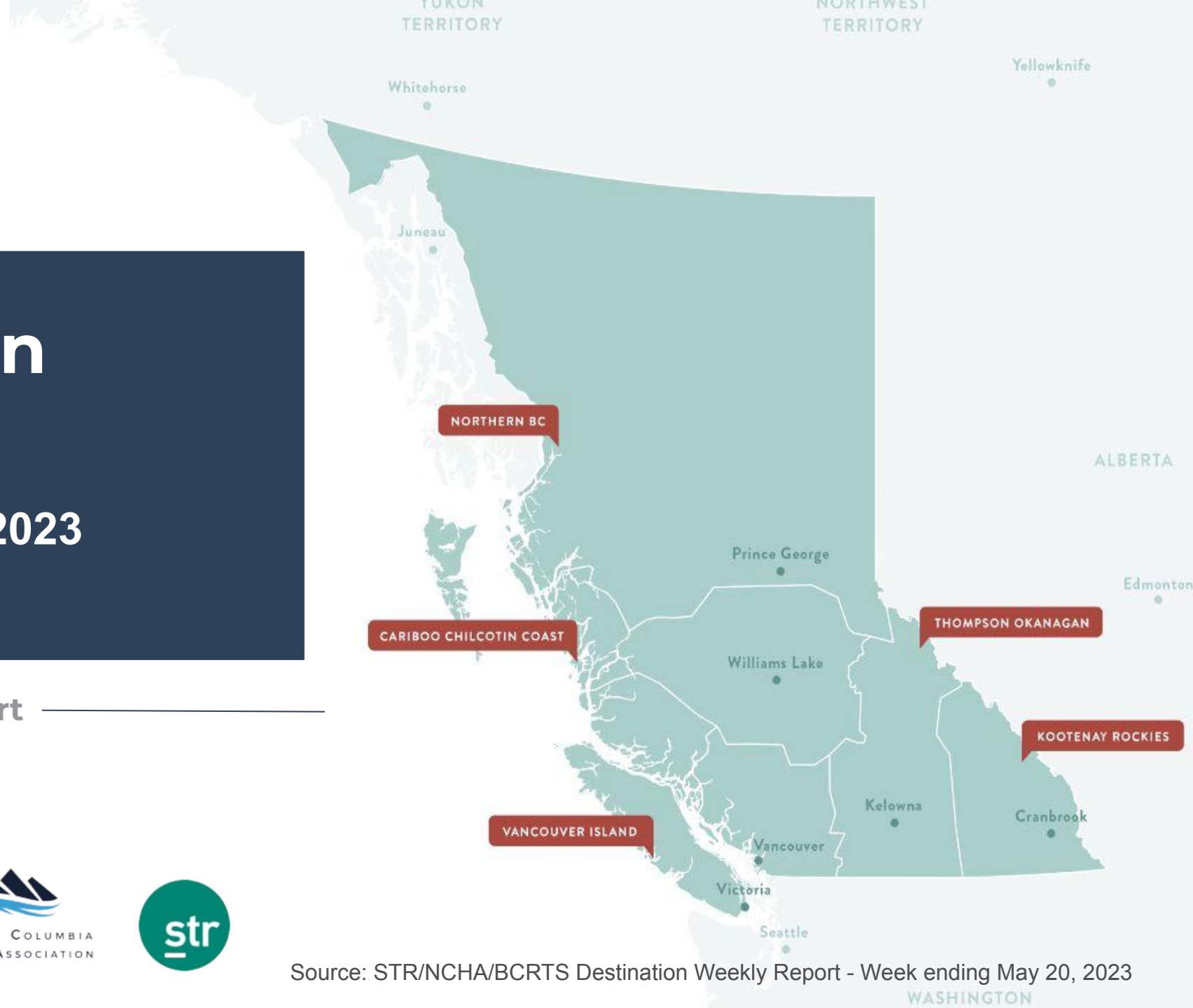


# Weekly Visitor Insights

# STR Destination Report

May 14, 2023 to May 20, 2023

2023 Weekly Report



SYMPHONY  
TOURISM  
SERVICES

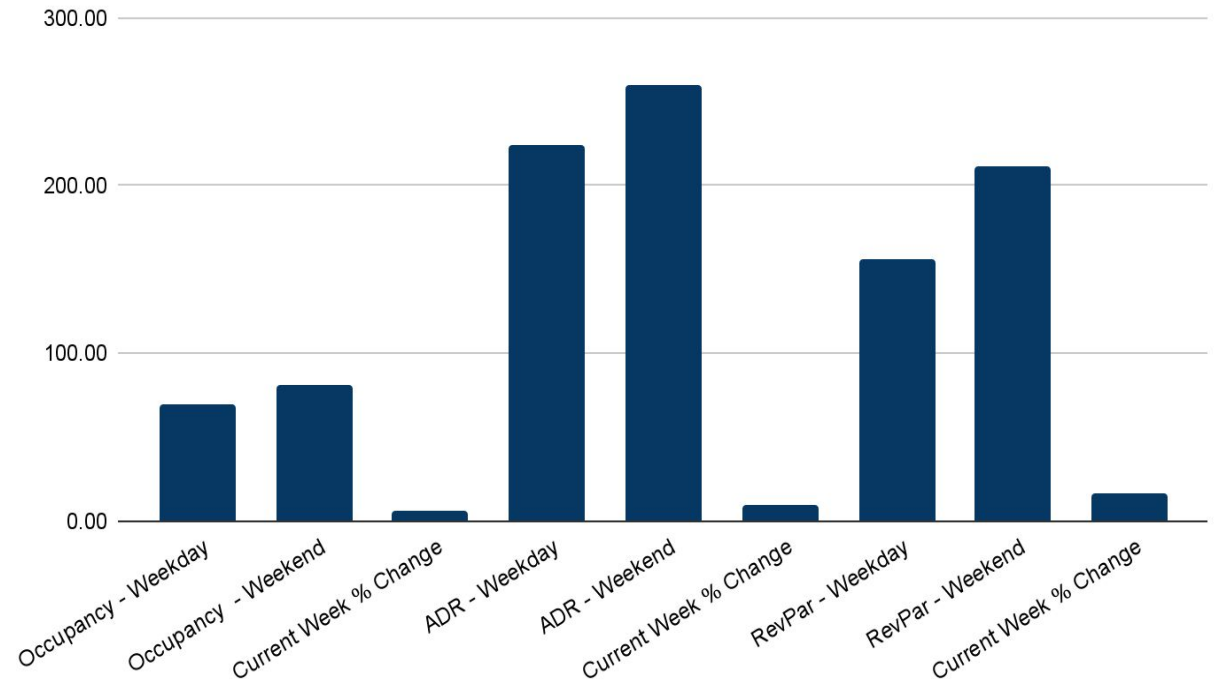


Source: STR/NCHA/BCRTS Destination Weekly Report - Week ending May 20, 2023

# STR Summary BC & Regions

## May 14 - May 20, 2023

- British Columbia had a **69.70%** occupancy from Sunday-Thursday and a **81.30** occupancy during the weekend, up **6.30%** compared to the same week in 2022
- British Columbia had an ADR of **\$224.15** from Sunday-Thursday and an ADR of **\$259.83** during the weekend, up **10.10%** compared to the same week in 2022
- British Columbia had a RevPAR of **\$156.31** from Sunday-Thursday and a RevPAR of **\$211.25** during the weekend, up **17.10%** compared to the same week in 2022



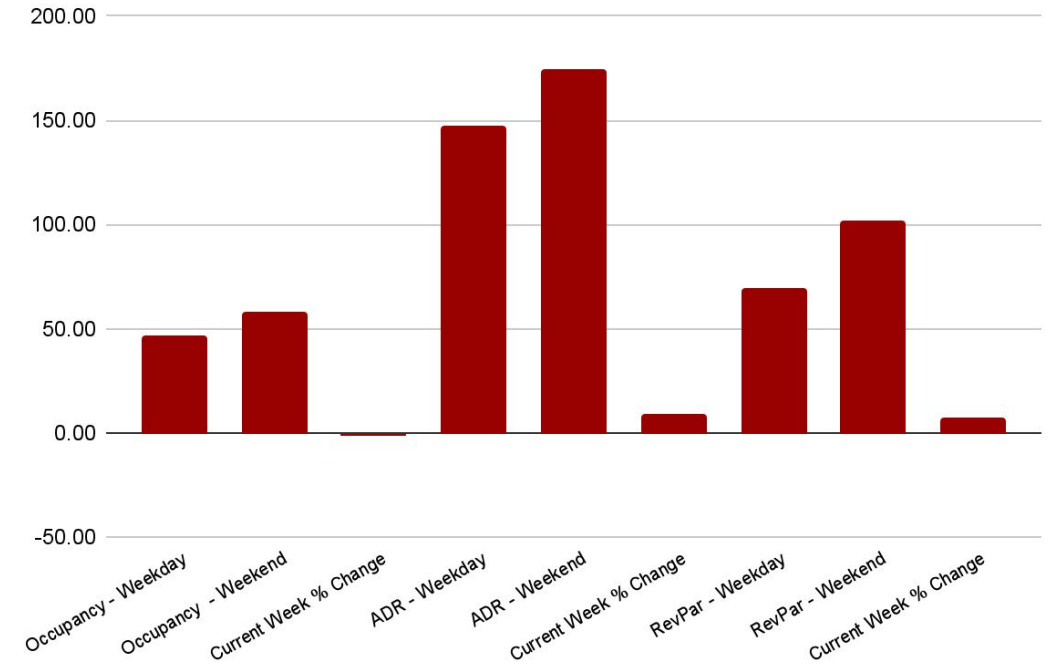
### Regional Statistics the Weekend of May 19 - May 20, 2023:

|                                | OCC  | ADR      | REVPAR   |
|--------------------------------|------|----------|----------|
| Vancouver                      | 88.3 | \$292.36 | \$258.12 |
| Vancouver Island               | 80.9 | \$272.80 | \$220.58 |
| Whistler                       | 78.0 | \$356.06 | \$277.85 |
| Thompson Okanagan              | 82.8 | \$216.38 | \$179.25 |
| Northern BC                    | 58.2 | \$134.55 | \$78.35  |
| Kootenay Rockies               | 58.6 | \$174.54 | \$102.24 |
| Cariboo Coast/South Central BC | 71.7 | \$163.51 | \$117.18 |

# Kootenay Rockies Summary

## May 14 - May 20, 2023

- The Kootenay Rockies had a **47.10%** occupancy from Sunday-Thursday and a **58.60%** occupancy during the weekend, giving the region the **lowest** percent occupancy in BC
  - Compared to the week of May 15, 2022, occupancy is down **1.10%**
- The Kootenay Rockies had an ADR of **\$147.70** from Sunday-Thursday and an ADR of **\$174.54** during the weekend, giving the region the **third-lowest** ADR in BC
  - Compared to the week of May 15, 2022, ADR is up **8.90%**
- The Kootenay Rockies had a RevPAR of **\$69.52** from Sunday-Thursday and a RevPAR of **\$102.24** during the weekend, giving the region the **lowest** RevPAR in BC
  - Compared to the week of May 15, 2022, RevPAR is up **7.70%**



### British Columbia:

Weekday (Sunday - Thursday)  
 Weekend (Friday - Saturday)  
 Compared to the same week in 2022

|                                   | OCC          | ADR           | REVPAR        |
|-----------------------------------|--------------|---------------|---------------|
| Weekday (Sunday - Thursday)       | 69.70%       | \$224.15      | \$156.31      |
| Weekend (Friday - Saturday)       | 81.30%       | \$259.83      | \$211.25      |
| Compared to the same week in 2022 | <b>6.30%</b> | <b>10.10%</b> | <b>17.10%</b> |



# Glossary

- **Occupancy:** Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in a short-term rental.
- **Average Daily Rate (ADR):** Represents the average rental income per paid occupied room in a given time period; however, ADR itself cannot be used to measure a short-term rental performance.
- **Revenue per Available Room (RevPAR):** Calculated by multiplying a short-term rental ADR by its occupancy rate, an increase in RevPAR most likely indicates an improvement in occupancy rate and can be used to measure a short-term rental performance.

# Contact Us

Robb MacDonald

*Managing Director, Symphony Tourism Services*

Email: [rmacdonald@totabc.com](mailto:rmacdonald@totabc.com)

[symphonytourismservices.com](http://symphonytourismservices.com)



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